

## ORDER



**Orders**  
**Order / Rev:** 710518  
**Alt Order #:** 06300509  
**Product Desc:** ALLI.FOR BETTER MN  
**Estimate:** 1594  
**Flight Dates:** 09/12/12 - 09/17/12  
**Original Date / Rev:** 09/14/12 / 09/14/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** New Media Firm, The/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Alliance for A Better MN-Action Fund  
**Demographic:** A25-54  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	33	\$34,800.00	\$29,580.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$34,800.00	\$29,580.00	0.00
<b>Totals</b>	<b>33</b>	<b>\$34,800.00</b>	<b>\$29,580.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	23%	\$34,800.00
Market	100%	\$151,304.35

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$16,643.48
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	3%	\$4,539.13
KSTP	20%	\$30,260.87
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	1%	\$1,513.04
WCCO	39%	\$59,008.70
WFTC	3%	\$4,539.13

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	09/14/12	09/14/12	M-F 2-3p The Doctors	CM	2P-3P	----F--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$300.00		0.00						
2	KARE	09/14/12	09/14/12	M-F 4-430p KARE 11 4 News	CM	4-430P	----F--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
KARE11NEWS@4PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$400.00		0.00						
3	KARE	09/14/12	09/14/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
KARE11NWS-6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$2,000.00		0.00						
4	KARE	09/14/12	09/14/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE11-SUNRS@6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$850.00		0.00						
5	KARE	09/14/12	09/14/12	Today Show Today Show	CM	7-9a	----F--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	2		\$800.00		0.00						
6	KARE	09/17/12	09/17/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
KARE11NWS-10<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$2,750.00		0.00						
7	KARE	09/17/12	09/17/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$800.00		0.00						
8	KARE	09/17/12	09/17/12	M-F 3-4p DR OZ	CM	3-4p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
DR. OZ<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$450.00		0.00						
9	KARE	09/17/12	09/17/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
KARE11NEWS@4PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$400.00		0.00						
10	KARE	09/17/12	09/17/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
JEOPARDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$900.00		0.00						
11	KARE	09/17/12	09/17/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
KARE11NWS-5<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$2,000.00		0.00						
12	KARE	09/17/12	09/17/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$1,800.00		0.00						
13	KARE	09/17/12	09/17/12		CM	7-9a	M-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show											
				Today Show											
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M- - - - -					2	\$800.00		0.00			
14	KARE	09/15/12	09/15/12	Sat 5-530p	CM	5-530P	- - - - - S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				KARE 11 5 News Sa											
				KARE11 NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - - - S-					1	\$850.00		0.00			
15	KARE	09/15/12	09/15/12	Sat 8-10a	CM	8-10a	- - - - - S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				KARE 11 Saturday											
				KARE11 NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - - - S-					1	\$750.00		0.00			
16	KARE	09/16/12	09/16/12	MN Bound	CM	1105P-1135P	- - - - - S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
				MN Bound											
				MINN BOUND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - - - S					1	\$1,100.00		0.00			
17	KARE	09/13/12	09/13/12	M-F 10-1035p	CM	10-1035P	- - - T - - -	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
				KARE News 10p											
				KARE11NWS-10<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - T - - -					1	\$2,750.00		0.00			
18	KARE	09/13/12	09/13/12	M-F 3-4p	CM	3-4p	- - - T - - -	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				DR OZ											
				DR. OZ<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - T - - -					1	\$450.00		0.00			
19	KARE	09/13/12	09/13/12	M-F 430-5p	CM	430-5P	- - - T - - -	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				Jeopardy											
				JEOPARDY<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - T - - -					1	\$900.00		0.00			
20	KARE	09/13/12	09/13/12	M-F 5-530p	CM	5-530p	- - - T - - -	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				KARE 11 5 News											
				KARE11NWS-5<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - T - - -					1	\$2,000.00		0.00			
21	KARE	09/13/12	09/13/12	M-F 630-7p	CM	630pm-7pm	- - - T - - -	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Entertainment Tonight											
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - T - - -					1	\$1,800.00		0.00			
22	KARE	09/13/12	09/13/12	Today Show	CM	7-9a	- - - T - - -	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
				Today Show											
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - - T - - -					2	\$800.00		0.00			
23	KARE	09/12/12	09/12/12	Tonight Show	CM	1035pm-1135pm	- - W - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Tonight Show											
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - W - - - -					1	\$800.00		0.00			
24	KARE	09/12/12	09/12/12	M-F 2-3p	CM	2P-3P	- - W - - - -	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				The Doctors											
				DOCTORS<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- - W - - - -					1	\$300.00		0.00			
25	KARE	09/12/12	09/12/12		CM	4-430P	- - W - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 4-430p KARE 11 4 News												
				KARE11NEWS@4PM<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	--W----			1		\$400.00		0.00					
26	KARE	09/12/12	09/12/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00	
				KARE11NWS-6<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	--W----			1		\$2,000.00		0.00					
27	KARE	09/12/12	09/12/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00	
				KARE11-SUNRS@6<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	--W----			1		\$850.00		0.00					
E 28	KARE	09/12/12	09/12/12	Today Show Today Show	CM	7-9a	--W----	:30	2	\$800.00	P-2	0.00	NM	1	\$800.00	
				TODAY SHW<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	--W----			2		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KARE	09/10/12-09/16/12		Today Show	7-9a		--W-----	:30		<del>(\$800.00)</del>	0.00	NM				
Credited																
E 29	KARE	09/15/12	09/15/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-----S-			2		\$800.00		0.00					
													Totals	33	\$34,800.00	